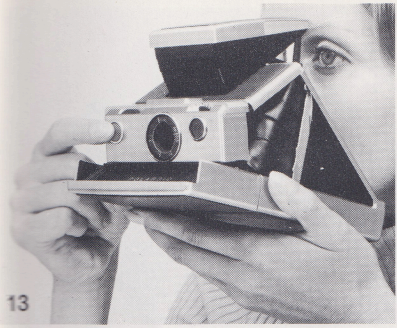
POLAROID

POLAROID
SX-70 LAND CAMERA



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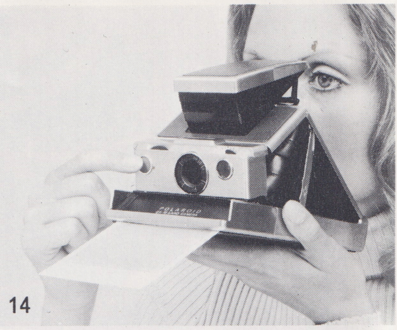

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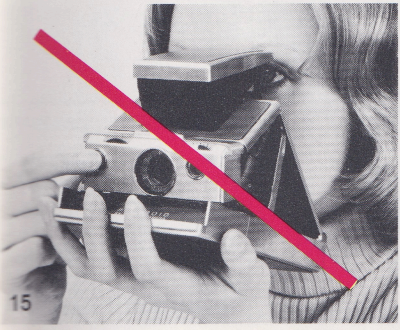

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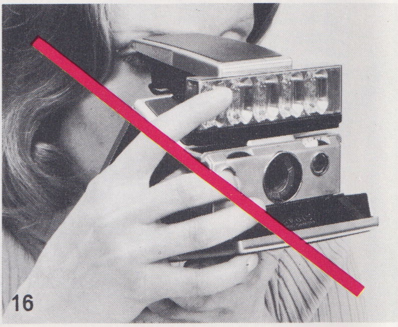

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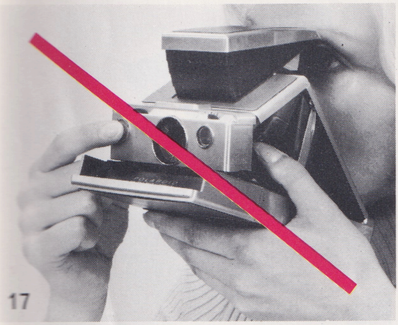

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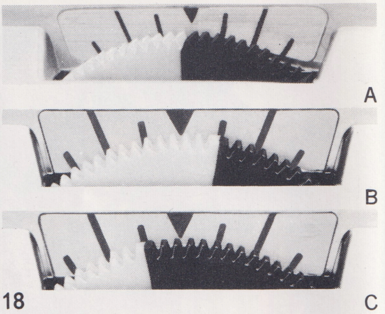

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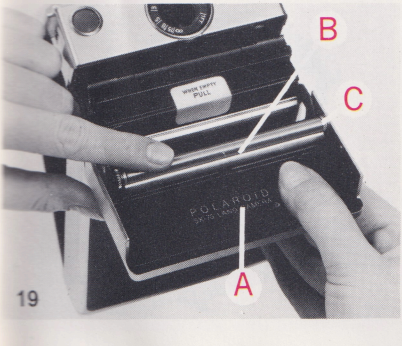
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SX-70 LAND CAMERA
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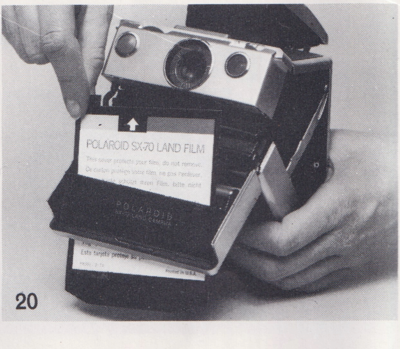
POLAROID SX-70 LAND FILM
This cover protects your film, do not remove.
Ce carton protège votre film, ne pas l'enlever.
schützt Ihren Film, bitte nicht
POLAROID
SX-70 LAND CAMERA
Esta tarjeta protege
Printed in U.S.A.

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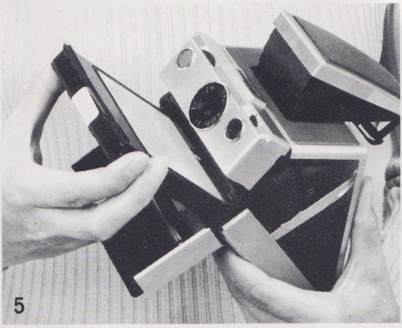

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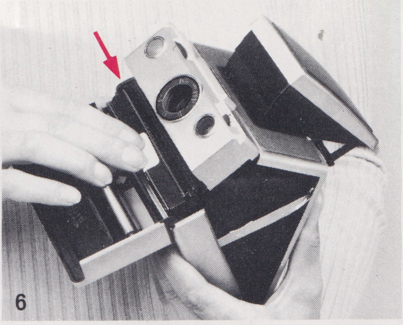

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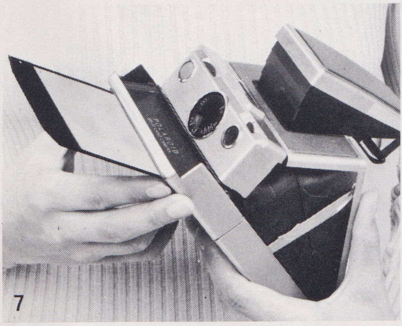

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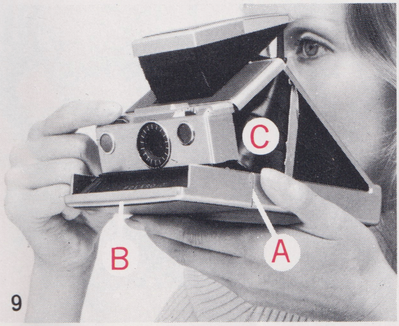

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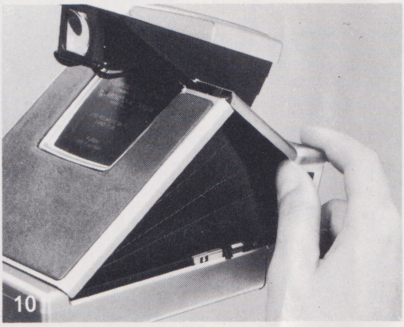

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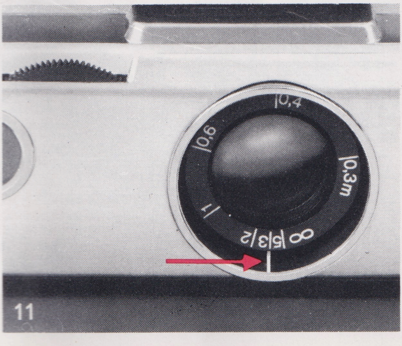

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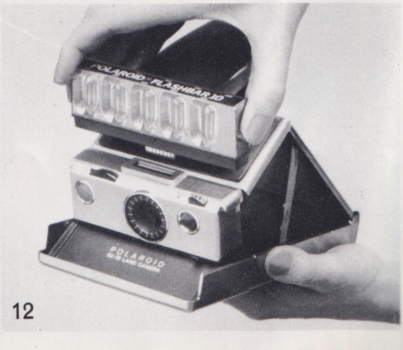
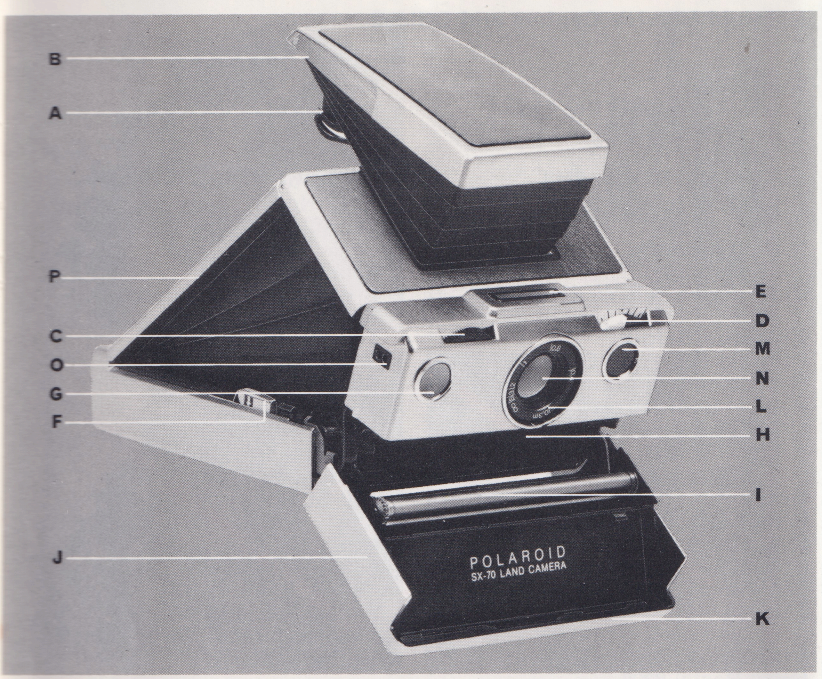


POLAROID · FLASHBAR 10
POLAROID
SX-70 LAND CAMERA

12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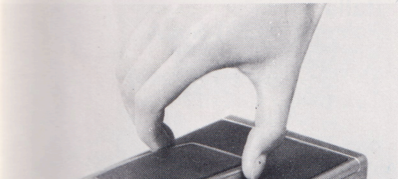
POLAROID
SX-70 LAND CAMERA



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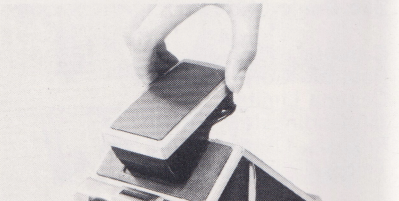

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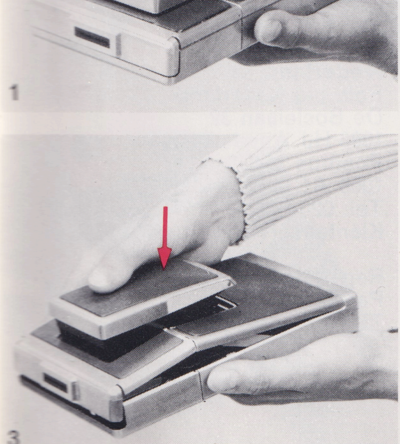

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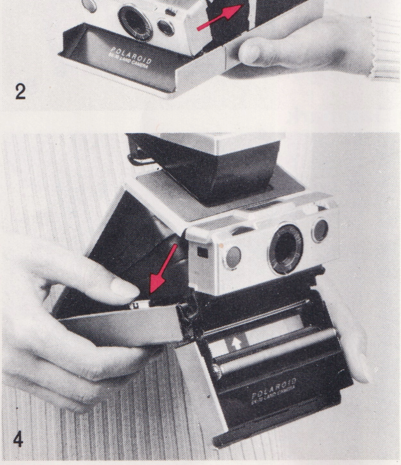


4

Camera parts

A. Viewfinder
B. Viewfinder cap
C. Focus wheel
D. Lighten/Darken control
E. Flash socket
F. Yellow bar to open film door
G. Shutter button
H. Film compartment
I. Rollers
J. Film door (shown open)
K. Picture exit slot (under front edge)
L. Distance scale
M. Electric eye
N. Lens (4 element, 116mm, f/8)
O. Connector for remote shutter button
P. Tripod Socket
Q. Serial number

Your camera also comes with an adjustable neckstrap that attaches to the camera as shown on the instructions with the strap.

Opening and closing: Hold the camera in the palm of the left hand **(1)**. Grip the small end of the viewfinder cap and pull it straight up until the cover support (see arrow) locks **(2)**.
To close, push the cover support toward the rear of the camera. Press down on the viewfinder cap slowly but firmly **(3)**, until both sides of the camera latch.

Loading: Use only Polaroid SX-70 Land film. Each pack provides ten pictures, and contains a battery to supply power for taking pictures. Push down on the yellow bar **(4)** to open the film door. Be sure the development rollers are clean (see page 10). Insert a film pack, holding it only by the sides, as shown **(5)**. Never press the top or bottom surfaces of the film pack. Push the pack all the way in **(6)**, until a narrow strip (arrow) along the edge of the pack snaps open. Close the film door **(7)**. The film cover will then eject automatically. Remove it. (If the film cover does not eject, see page 10).

Picture counter: The counter **(8)** on the rear of the camera moves to "10" when a film pack is inserted and the film door is closed. After taking a picture, the counter will show how many pictures you have left in the pack. After ten pictures an "O" will appear (and the flash will not fire). Insertion of a partly used or empty pack will also set the counter to "10".

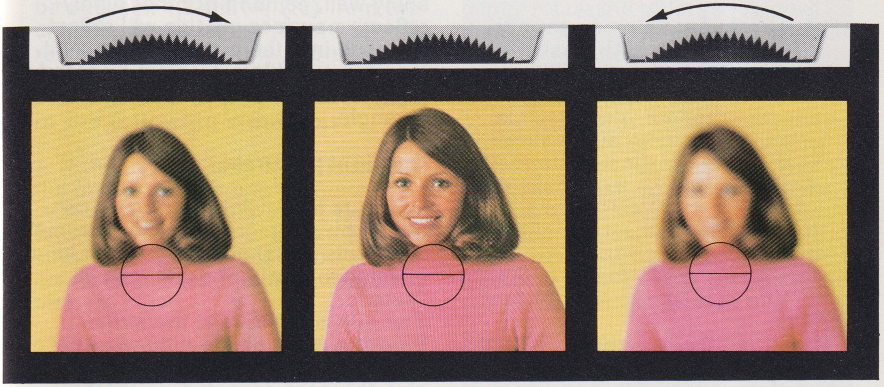
To remove film pack: Open the film door. Remove the pack by pulling on the yellow tab.

Holding and viewing: Put the neckstrap around your neck and, if necessary, adjust its length. Hold the camera in your left hand **(9)**. Thumb and fingers should be behind the hinge "A". Fingers should not block the exit slot "B", where the picture comes out, or touch the bellows "C", where pressure might interfere with movement of the mechanism inside the camera. Put your right index finger on the focus wheel. Place your right thumb behind the shutter **(10)**, without touching the bellows. The striped semi-circle behind the shutter housing shows where you should place your thumb while taking a picture. Bring your eye close to the viewfinder and look through the center of the eyepiece. If you do not see all four corners of the square frame, center your eye so that you do.

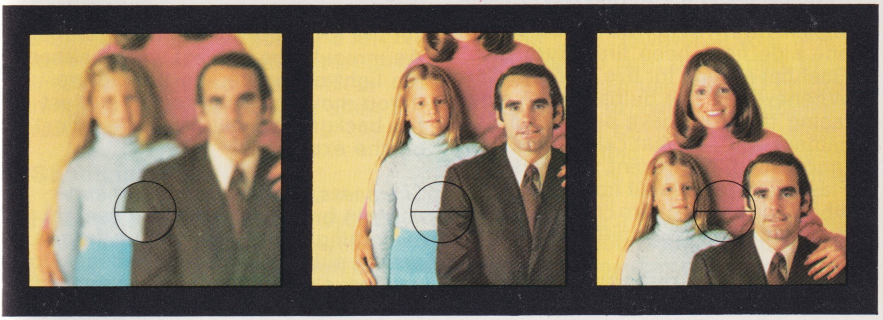
Focusing

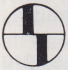
The key to good pictures is accurate focusing. Focusing means adjusting the camera lens to give the sharpest, clearest image of the subject. Look through the viewfinder and roll the focus wheel with your right index finger. There are two ways to focus - you can use the whole image or you can use the split circle in the lower center of the viewfinder.

Focusing with the whole image: Ignore the split circle. Look at the image, concentrating on that part of the subject that you want sharpest in the picture. For pictures of people, this will usually be the face. As you roll the focus wheel back and forth, you will note that the image will appear alternatively sharp and unsharp. It is like tuning a radio for best reception - you should turn slightly past the best setting once or twice, to be sure that you have found it.

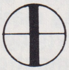


Focusing with the split circle: The split circle is most useful in dim light and for flash pictures. Place the circle over a vertical line in your subject (for example a necktie, a lapel, a scarf, a piece of jewelry, the edge between light and dark areas). Choose a line which is the same distance from you as the point you want sharpest in the picture, not behind it or in front of it.





When the line through the circle is broken, the subject is out of focus.



Roll the focus wheel until the line becomes continuous. The subject is now in focus.

After focusing, reframe your image, if necessary, so that you see in the viewfinder exactly what you want in the finished picture.

Distance scale: The scale around the lens **(11)** can be used to help you either check camera focus against actual subject distance, or to set the lens for a desired distance. Set the correct distance mark opposite the white line (arrow) below the lens.

Accurate focusing is especially important with flash: In addition to setting the camera for sharp pictures, focusing also affects exposure when flash is used. The camera automatically sets the right exposure for the distance to which the lens is set - from 27cm (10½in.) to 6m (20ft.). If the subject is not at the distance for which the camera has been focused, the picture may be too light or too dark.
However, the camera can adjust for minor errors so as to still produce a well exposed flash picture.

Flash pictures

Generally, you should use flash for indoor pictures. The flash range extends from 27cm (10½in.) to 6m (20ft.). Insert a Flashbar into the socket **(12)**, pushing it in firmly. When all five bulbs on one side have been fired, turn the Flashbar around for five more flashes. Whenever all five bulbs on the side facing the front have been fired, the camera will automatically stop functioning, to prevent film wastage. Flash pictures should not be taken where the atmosphere contains gases or dust that may be ignited by a spark.

Four points to remember when using flash:

1. *Focus carefully* - focusing affects flash exposure.
2. *Watch the background* - for even illumination over the picture, place your subject close to a light and colorful background.
3. *Arrange groups carefully* - all persons in a group should be at about the same distance from the camera, to ensure they will be lit evenly by the flash.
4. *Avoid reflections* - do not aim the camera directly at a mirror, window, shiny wall, painting or other highly reflective surface, as this will reflect the flash into the picture and spoil it. You can avoid this problem by standing to one side and shooting from an angle.

Daylight pictures

Exposure for daylight pictures is controlled by an electric eye that automatically sets the shutter speed and lens opening for the light conditions it "sees".
The sun should light the subject from the front or the side, and not from behind. The electric eye will give the best exposure when the lighting on the scene is fairly even - about as bright on the background as on the subject.

Watch the background: If a large part of the picture area consists of a background that is considerably brighter or darker than the main subject, the electric eye will tend to set the exposure for the background. As a result, the subject will be either too light or too dark in the picture. If you move in close to the subject the background will have less effect on the exposure.

Sharpness, from near to far, in sunlight: In bright sunlight, you can get everything sharp in a picture from a nearby subject to a distant scene. Do not focus on either the near subject or the distant scene. Instead, just set the lens distance scale to the 5m (15ft.) mark. Then, in bright sunlight, everything from about 3m (8ft.) to the most distant scene will be sharp in the picture.

Using flash in daylight

The electronic control circuitry in this camera was designed to read both the daylight and the light from the Flashbar and combine them to produce a properly exposed picture. For best results, the subject should be between 1,2-4m (4-12ft.) from the camera. At 1,5 or 2m (5 or 6 ft.), results are particularly impressive.

Flash can be of help in daylight in the following situations:

1. If the subject is in the shade and the background is bright, the exposure is in danger of being either too much for the background or too little for the subject. By adding flash, you can create an attractive, sunny, bright picture.

2. When the subject is lit from the side by strong sunlight, using flash can soften or eliminate unpleasant, harsh shadows.

3. A face that is lit only by a blue sky and not directly by the sun, would have a bluish appearance. The addition of flash provides the sense of sunshine.

4. In dim light, without flash, the shutter will remain open for a relatively long exposure time, resulting in blurred pictures. Using flash reduces the exposure time and results in sharp pictures.

Shooting

Hold the camera up to your eye **(13)** and, having focused, frame your subject carefully in the viewfinder. Hold the camera steady and gently press the shutter button.
Hold the button in until the picture comes out of the exit slot **(14)** and all camera sounds stop. Remove the picture, holding it by its wide border. It will develop by itself. Do not bend, squeeze or cut the picture.

Three camera holding errors you should avoid

Fingers blocking the exit slot **(15)***:* Can cause horizontal creases and streaks in the picture. If a piece of film becomes jammed in the slot, open the film door in dim light and gently rotate the rollers to remove the film. Never try to remove the film with the film door closed. Forcing the film through the picture exit slot can damage the camera.

Fingers in front of the camera **(16)***:* A finger in front of the Flashbar may reflect the flash back into the lens, fogging the picture. Or it may block the flash entirely, causing a dark or black picture. A finger in front of the electric eye may cause the camera to set an incorrect exposure.

Fingers on the camera bellows **(17)***:* May block movement of the mechanism inside the camera, causing pictures that are partially fogged or outdoor pictures that are completely white. The defect will usually occur in the picture *following* the one taken with a finger on the bellows.

The Lighten/Darken control: For most pictures, leave the Lighten/Darken control **(18)** at the normal position "A". However, if your main subject is too light or too dark in a picture, you can use the L/D control to adjust the exposure for another picture in the same location, under the same lighting. For a small change, turn it one mark toward either Lighten "B" or Darken "C"; for a greater change, move it two marks or more. The control automatically returns to the normal position each time the camera is closed.

Close-ups: The SX-70 camera allows you to take pictures from as close as 27cm (10½in.), without the use of accessories. At that distance the picture will show the subject at half its actual size. You will get best results with flash. Always hold the

camera steady. In dim light, without flash, you should use a tripod or some other firm support.
The best way to get a sharp image when close to the subject is to first set the camera focus for the desired distance, and then carefully move the camera back and forth slightly until the subject is as clear and sharp as possible in the viewfinder.
The 121 Close-up Lens, which fits over the camera lens, lets you take life-size pictures of subjects as close as 13cm (5in.) from the camera. For more information, contact your dealer or the nearest Polaroid office.

Time exposures: In dim light, the SX-70 can make automatic time exposures of up to about 14 seconds. For best results indoors, the scene should be lit fairly evenly. A bright light or window in the scene could "fool" the electric eye, causing the main subject to be too dark. Place the camera on a tripod or some other firm support. The Polaroid Remote Shutter Button 112 is helpful in preventing camera movement. Press the shutter button, holding it in until the picture comes out of the exit slot and all camera sounds stop. This may take as long as 16 seconds. The camera must be kept steady during the exposure, or the picture will be blurred.

Keep development rollers clean: Before loading film, examine the rollers inside the film door. Dirty rollers can cause uneven picture development or a repeated spot pattern across the picture.
To prevent dust from entering the film compartment, leave an empty film pack in the camera while you clean the rollers. With the film door open **(19)**, depress the light shield "A", to expose the rollers "B". Rotate both rollers and remove any specks of dirt from them with a clean, lint-free cloth, moistened with water, if necessary. Pay special attention to the raised ends "C" on the top roller, near which dirt may collect.
The picture exit slot may be cleaned by inserting a stiff piece of paper (such as the film cover ejected from a new film pack) in front of the rollers and under the light shield. Push it until it comes out of the picture exit slot **(20)**. Move it in the slot to remove any developer chemicals that may be trapped there. Do not use force to open the picture exit slot.

Picture problems and their cause

Part of the picture missing: The pod of chemicals on the film unit was probably damaged before the film went through the camera rollers. Developer chemicals may leak onto the rollers, the picture exit slot and the back of the picture. Clean the rollers and the exit slot. Please read the CAUTION notice included with each SX-70 film pack.

Fogged film: White areas in the picture indicate that the film was fogged before it was exposed in the camera. Removing and reinserting a film pack in the light can cause this. If it is necessary to remove a film pack from the camera, the top piece of film will always be fogged; pictures beneath it may be fogged in one corner. If you must remove a partly used film pack, do so in dim light.

Blurred picture: In dim light or when using flash, you may get a blurred picture if either the camera or the subject moves during the exposure. Hold the camera steady from the moment you press the shutter button until the picture emerges. Generally, your subject also should remain still until the picture comes out of the camera.

Camera problems and their cure

If the camera does not eject the film cover or film: When you insert a new film pack and close the door, or when you press the shutter button, the camera motor should make a

sound and eject the film cover or a piece of film. If it does neither, the battery in the film pack may be dead. Try another pack.
If the camera does not eject the film cover or film, but you hear the sound of the motor, the fault may be with the camera or the film pack, although not with the battery. Check by inserting another pack. If the film cover does not come out of the second pack, the camera may need repair. Contact the nearest Polaroid office.
If the viewfinder goes black for as long as you depress the shutter button, and no picture is ejected, the camera's internal battery check is indicating that your battery is too weak to take a picture. Insert a new film pack.

Reminder: The camera will not operate when a Flashbar with 5 used bulbs facing the subject is on the camera. If the camera does not operate when an *unused* side of a Flashbar is facing front, turn the Flashbar around or insert a new one. If you can then take a picture, it means that one side of the Flashbar was not working. If this should happen, please contact the nearest Polaroid office.

If the camera stops during a cycle:
This happens either because you are releasing the shutter button too quickly, instead of holding it in until the picture comes out, or because the battery in the film pack is weak or dead. First, press the shutter button again and hold it. If the camera does not complete its cycle, open the film door in dim light, and pull the pack out about 3cm (1in.). Push the pack in again and close the film door (the counter will reset to "10"). The camera should complete its cycle, ejecting the top piece of film. If the camera still does not function, the film pack battery is probably dead. Remove the pack. Insert a new pack, or an empty pack - most empty packs still have some power in reserve - and the camera should complete its cycle. (If you insert a new pack, you risk the loss of one or more pieces of film.)
As you push in a new pack, the film cover may stick out, so that the door will not close. Remove the film cover and close the door.
If you can close the door, but the film cover is ejected only part-way, open the door again and move the film cover forward by turning the rollers. Never try to force the cover through the rollers without first opening the film door.
Do not try to close the camera when it is in the mid-cycle position, as this may damage the internal moving mechanism. For temporary storage or shipping, you can collapse the camera to the point where you feel a little resistance, but do not force it further.

Replacement of faulty film: If a film pack has a dead battery or is faulty in any other way, Polaroid will replace it if you return it to your dealer or to the nearest Polaroid office.

Care of your SX-70 system

Camera: Handle the camera with care and keep it closed when you are not using it. Keep the lens and viewfinder clean and free from fingermarks.

Film: Store it in a cool place. Keep the film and the loaded camera out of direct sunlight and away from other areas that tend to get hot, such as the glove- or luggage-compartment of a car in warm weather. Do not break the seal of the film box until you are ready to use the film.

Pictures: The brilliant pictures made with your SX-70 system are among the most stable and resistant to fading ever known in photography. They are extraordinarily durable, but you should take care not to fold or crease them. The finished picture is sealed within its frame against a reflective white base that imparts a remarkably luminous quality to the image.
There are no waste materials to

discard. Do not cut a picture or trim its borders, as this would destroy its structure.
You can easily remove fingerprints on your pictures by "misting" the surface with your breath and then polishing with a tissue or a soft clean cloth.

Electronic Flash

Some electronic flash units may work well with your camera. Others may not be compatible with your camera for various reasons, and may produce unsatisfactory results, or even damage the camera. Before you buy an electronic flash unit, check with your dealer or with the manufacturer of the flash unit, to be sure the flash unit is suitable for use with your camera. If in doubt, contact the nearest Polaroid office.

To obtain information and help

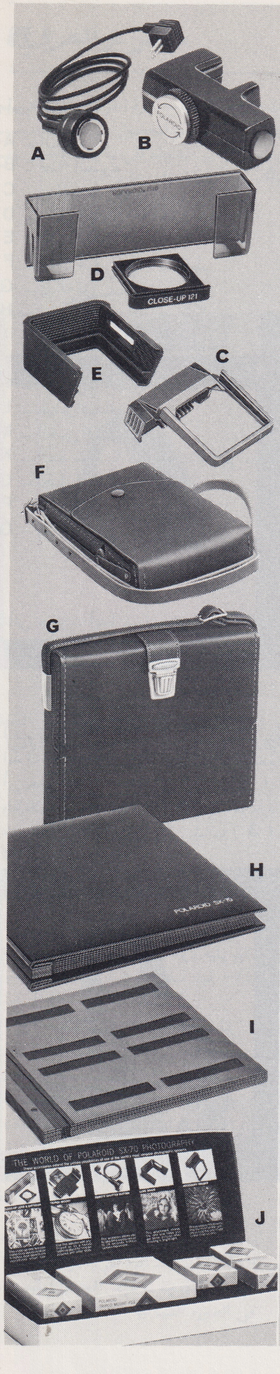
If you are unable to get good pictures, review your instructions.
Picture problems are often due to incorrect use of the camera. If you need further help, and before you return your camera for repair, please see your dealer or contact the nearest Polaroid office.
If you write, please explain the nature of the problem and, if possible, enclose sample pictures.
Include your return address.

Copies and enlargements

Beautiful copies and enlargements can be made from your favorite SX-70 pictures.
For copy service information, contact your dealer or the nearest Polaroid office.

Warranty

If this camera proves defective within three years of original purchase date, we will repair or, at our option, replace it free of charge. We will make no charge for labor, service or parts. We will, when we return the camera, refund an amount approximately equal to what it cost you to mail it to us by insured parcel post, if the return address is within the country in which the Service Center is located. We will also supply one free pack of film. To take advantage of this warranty, the camera must be sent to and repaired by one of the Polaroid Service Centers.
This warranty does not cover damage caused by accident or improper use, in which case repair will be made at a reasonable charge.
The above warranty and provisions do not affect your statutory rights.



English

Accessories The following can add to your picture-taking fun with the SX-70:

A. Remote Shutter Button 112: For long exposure times. Has 45cm (18in.) cord.

B. Self Timer 132: Allows you to be in your own picture by delaying the action of the shutter for about 12 seconds.

C. Accessory Holder 113: Snaps onto camera front; holds Close-up Lens and Lens Shade.

D. Close-up Lens 121 and Flash Diffuser: You can make actual-size pictures of objects 13cm (5in.) from camera, with or without flash.

E. Lens Shade 120: To shield camera lens from direct sun.

F. Ever-Ready Case 122: Leather. You can use camera while it is in its case.

G. Compartment Case 116: For SX-70, film, Flashbars, accessories. With shoulder strap.

H. Album 115: Holds 56 SX-70 pictures.

I. Album Refill 118: To enlarge Album 115.

J. SX-70 Accessory Kit 125: Contains Lens Shade 120, Close-up Lens 121 and Flash Diffuser, Accessory Holder 113, Tripod Mount 111, and Remote Shutter Button 112.

Français

Accessoires: Les accessoires suivants peuvent encore augmenter le plaisir de faire des photos avec votre SX-70.

A. Déclencheur souple réf. 112: Utile pour la pose, mesure environ 45cm (18po).

B. Retardateur réf. 132: Permet à l'opérateur de figurer sur sa photo en retardant de 12 secondes environ le déclenchement de l'obturateur.

C. Porte-accessoires réf. 113: S'encastre sur le boîtier de l'obturateur; permet de recevoir la bonnette d'approche et le pare-soleil.

D. Bonnette d'approche réf. 121 et diffuseur pour flash: Placé à 13cm (5 po) vous pouvez reproduire des objets grandeur nature, avec ou sans flash.

E. Pare-soleil réf. 120: Pour abriter l'objectif des rayons du soleil.

F. Sac tout prêt réf. 122: En cuir, permet d'utiliser l'appareil en le laissant dans son étui.

G. Etui compartimenté réf. 116: Pour le SX-70, les films, flashbars et accessoires. Avec bandoulière.

H. Album réf. 115: Contient 56 photos SX-70.

I. Recharge pour album réf. 118: Pour compléter l'album réf. 115.

J. Coffret d'accessoires SX-70 réf. 125: Comprend un pare-soleil réf. 120, une bonnette d'approche réf. 121 et un diffuseur pour flash, un porte-accessoires réf. 113, un adaptateur pour pied photographique réf. 111 et un déclencheur souple réf. 112.

Polaroid Service Centers and Offices

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1473 Skårer
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Tel: (0222) 73 25 47

Panama
Polaroid Interamerican, S.A.
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89 Second Avenue
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*Authorized Independent Repair Station.

In addition to the repair stations listed here, there are approved repair stations in many other countries. To locate the one closest to you, please contact your dealer or the nearest Polaroid office, above.

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Printed in U.S.A. PX 1336B 2/78